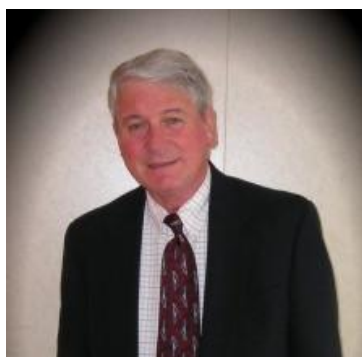


Assistant Commissioner's Corner

Featuring Guest Writer:

Dr. Lloyd Brooks

Professor and Director of Assessment
Fogelman College of Business & Economics
Department of Management Information Systems
The University of Memphis



CTE Competency Attainment Rubric: Mandate or Learning Tool

The mandate for instructional programs, historically, was to show what students were taught. This mandate has changed in modern times to center on showing what students have learned. The Assessment of Learning (AOL) process at The University of Memphis sets competency standards for learning and uses direct measures to determine if the competency standard was met (based on a rubric). Recommendations for improvement are given when the competency standard is not met. This process is similar in many ways to the mandate that comes from an accrediting agency for colleges or universities or from federal legislation or school boards for secondary schools. The end result is to measure learning and then implement improvements where needed.

Direct assessment via instruments such as exams, cases, projects, demonstrations, and presentations takes place in classes. Based on AOL results, faculty members at the University then recommend activities for improvement in areas where at least 70 percent of the students did not perform at the exemplary level for each objective based on the rubric. Assessment of Learning, as mandated by the AACSB Accrediting Agency, is performed at the degree program level.

"Although the mandate from the Carl Perkins Act provided the initial stimulus for developing the CTE Rubric, the true value is derived from the improvement in learning that results from the Assessment of Learning (AOL) process."

The above description was written to provide a summary of the AOL process for the Fogelman College of Business. Other units on campus (such as the College of Education and the College of Engineering) are also required to develop similar AOL programs to meet the mandate from their accrediting agencies. However, this process, with slight modification, can also be applied to the AOL program established by Tennessee's CTE Division to assess learning and meet the mandate of the Carl Perkins Act. The AOL program—CTE Competency Attainment Rubric—implemented in secondary CTE classes this year has an equivalent premise and goal for accomplishment as the process we use at the University. Secondary CTE faculty evaluate students to determine the degree that each competency has been met based on standards established for the Competency Attainment Rubric. Competency is measured at four levels: 4-Advanced, 3-Proficient, 2-Basic, and 1-Below Basic.

Although the mandate from the Carl Perkins Act provided the initial stimulus for developing the Rubric, the true value is derived from the improvement in learning that results from the AOL process. As CTE instructors use exams, cases, projects, demonstrations, and presentations to determine student learning outcomes; the improvements that are implemented to help students reach proficiency will lead to a better educational program and higher student achievement. An assessment of learning culture will result when CTE instructors and administrators accept the CTE Rubric as an ordinary and necessary part of their jobs—just like assigning grades, maintaining attendance reports, monitoring budgets, and so forth.

For more information on Dr. Brooks and The University of Memphis, visit: <http://www.misprofessor.net/>

UPCOMING EVENTS:


[TDCTE Spring Meeting](#)

 April 28-29, 2011, Chattanooga, TN

[CTE Summer Conference](#)

 July 12 – July 13, 2011, Murfreesboro, TN

[High Schools That Work Conference](#)

 July 20 – July 23, 2011, Nashville, TN

**MARKETING INSTRUCTOR
MAKES ASSIGNMENT
MORE INTELLECTUALLY DEMANDING**

*Nanner O's...DinoRoars...Rainb-O's...Apple
Whoppers...Lost Eskimo...*
What cereal was on your breakfast table this morning?

Darrin Baird's marketing students at Jellico High School develop and market their own cereals in a challenging assignment that aligns with state CTE standards and adds rigor to projects and assessments. While teaching the promotional techniques that work with today's consumers, the assignment also serves to strengthen students' literacy and computer skills.

Jellico High School is part of the Campbell County school district, where aligning instruction and assessment with high-level standards and objectives is a critical part of increasing educational rigor. The students are exemplifying the new CTE Competency Attainment Rubric based on Webb's Depth of Knowledge.

Baird's marketing students take their learning to Level Four (extended thinking) by applying a technical vocabulary to design a marketing campaign that includes promotional devices such as premiums, slogans and jingles. Whether students market Apple Whoppers as a "whopping good way to start your day" or Rainb O's as a way to "brighten your day," they go beyond the text book to develop hands-on knowledge of how the marketing process works in the real world.

Combining marketing and academics, students complete specific tasks:

- ❖ Define marketing and describe the four P's of marketing – product, price, promotion, and place
- ❖ Conduct market research with children and parents and produce a report (in a spreadsheet)
- ❖ Create a new cold cereal
- ❖ Develop a slogan, a logo, a brand name and a company name for the cereal
- ❖ Use the AIDA formula – attention, interest, desire and action
- ❖ Create the front and back of a cereal box (using desktop publishing software)
- ❖ Create a television commercial as a slide show (using PowerPoint)

Baird uses the CTE Competency Attainment Rubric to grade the overall project.

For details, contact: Darrin Baird, Bairdd1@k12tn.net

**CLAY COUNTY HIGH SCHOOL STUDENTS FLOAT
THEIR ENGINEERING BOATS IN TTU FITNESS
CENTER POOL**

A group of Clay County High School students have found that learning about the principles of engineering floats their boats — literally, and Tennessee



Tech administrators say they hope to see the university become a resource to help students at other rural Upper Cumberland schools realize how the STEM disciplines of science, technology, engineering and math are relevant in their lives too.

The Clay County students were on campus recently to test life-sized cardboard boats they built by applying concepts learned in an online principles of engineering course. Five different student teams took turns paddling their boats from one end to the other of TTU's Fitness Center swimming pool.

"Before we started building our boats, we learned a lot about buoyancy, and one of the concepts we applied to help our boat float was a reinforced base with a truss," said Sarah Boles, a senior at Clay County High School who says she's now considering studying engineering in college.

"We've learned a lot about basic engineering and how its concepts are used in a lot of different professions and applications," she said.

The course is team-taught on site by Derick Upchurch and online by Matt Boynton, and that's just what they say they want their students to say.

"Our goal is to apply STEM concepts to real-life situations in order to show their importance," Upchurch said.

Boynton agreed, saying, "Engineering is a broad field, so we want to show them what it does and what it's about. Being able to offer the course online expands these opportunities even further."

Geography, for instance, is no longer a limitation to offering the rural students experienced guest speakers, he said. That is thanks to a state grant that has provided state-of-the-art tablet computers to link the Clay County classroom to Boynton, who is working on a doctorate in engineering education at Virginia Tech.

"These computers are what make this class possible, because they are what allows us to work together at a distance," Boynton said.

Susan Elkins, vice president for Extended Programs and Regional Development, said, "For these students to be able to sit in a classroom in Clay County and experience and understand what it's like to communicate with someone in another state or around the world is not just a positive opportunity for the students themselves.

"It also has a positive impact on the teachers, the school system, and possibly even on the economic development of the community, because this kind of technological experience enhances the students' skills at global communication, which is absolutely necessary for success in today's society and economy," she continued.

The class is supported by a curriculum offered through a national grant-based program called "Project Lead the Way."

The Jackson County school system became the first to partner with the university to offer the principles of engineering course, and the pilot program was specifically targeted to a rural school where resources were limited.

"This is an opportunity we want to encourage other rural school systems to explore," Elkins said.

"Several school systems have expressed such an interest, and TTU has the resources to increase its STEM pipeline to rural schools and become even more involved in helping them create a hands-on awareness of the STEM disciplines," she said.

Research shows that schools practicing activity-, project- and problem-based learning lead to greater student motivation and higher achievement levels, but that's not all the Clay County students stand to gain from participating in such a course.

Boynton says the collaboration of all the involved agencies illustrates the best that STEM education can be by combining the expertise and organizational abilities of the university, resources of funding agencies and secondary schools that have a desire to excite and motivate students.

"The big picture is that we are all trying to stimulate STEM education throughout the rural regions," he said.

For more information, contact: Tracey Hackett, Tennessee Tech University writer, Communications and Marketing

KNOXVILLE ACADEMY OF MEDICINE & ETQA PUBLIC SERVICE ANNOUNCEMENT COMPETITION

Congratulations to Megan Dugger (*pictured left*) and Stephanie Taylor (*pictured right*), multi-media students of Mrs. Daphne Douglas at Anderson County Career and Technical Center, for winning first place in the Knoxville Academy of Medicine and the East Tennessee Quality Alliance (ETQA) Hand Washing Campaign Public Service Announcement Competition. Their video played at local Regal Theaters. If you would like to see their entry, you can see it here: <http://got.im/26k>



Here's Megan's account of the contest: "Just before fall break, I received an assignment to create a Public Service Announcement (PSA) for a competition. The PSA had to be between 28 and 32 seconds long and be about promoting hand-washing as a health regimen. My teacher, Mrs. Douglas, advised us to plan out the PSA over fall break to assure it would be completed by the deadline. During fall break, I studied many commercials and created an idea for mine. The week we returned, my partner Stephanie and I immediately began planning and filming our PSA. It took about two weeks to plan, film, and edit. After it was completed, Mrs. Douglas entered it into the contest. Stephanie and I hoped for a good response, but I honestly did not expect first place! Our PSA was shown in Regal Cinemas in December.

From this, I have formed a very important habit: keeping my hands clean to prevent illness for myself and others. The competition gave me a chance to show my creativity as a writer. It also improved my ability in multimedia because this project required the use of several pieces of camera and computer information. For example, we used the Rule of Thirds when shooting, a variety of camera angles, and knowledge of Final Cut when editing. I would like to thank the Knoxville Academy of Medicine for hosting the competition, as well as the judges who chose our PSA to be the first place winner."

PELLISSIPPI STATE OFFERS NEW CULINARY ARTS CONCENTRATION

In fall 2010, Pellissippi State Community College began offering a new concentration designed to meet demand for professionals in the food and beverage area of the hospitality industry. The Culinary Arts concentration has already proven popular with students seeking to train for a career within a two-year time frame.

Culinary Arts students benefit from Pellissippi State & UT Knoxville partnership

Pellissippi State's new concentration in Culinary Arts is offered in collaboration with the Culinary Institute at UT Knoxville. The joint venture marks the first time the two institutions have shared facilities for a degree program. According to Tom Gaddis, coordinator of the Culinary Arts and Hospitality concentrations at Pellissippi State, the partnership offers several advantages for Pellissippi State students in terms of instruction, location, and cost.

Students learn culinary skills in a state-of-the-art laboratory/kitchen at UT Knoxville's Culinary Institute. Video instructional technology is set up throughout the lab/kitchen. Local certified chefs with the American Culinary Federation teach the classes. Pellissippi State students also take classes at the Division Street Campus, which is located within a couple of miles from UT Knoxville's Culinary Institute.

Students learn from experienced industry professionals

Acclaimed educator and Chef John Antun, the Culinary Institute's founding director, oversees the UT Knoxville component of the new degree. Born into a New York City restaurant family, Antun has 40 years of experience in the hospitality industry. He has owned and operated four successful restaurants in the New York metropolitan area. He is confident in the training offered to students.

"Placement is 100 percent," said Antun of the UT Knoxville program. "I invite working chefs to teach in the program, and they are always looking for help."

Pellissippi State's Tom Gaddis is also highly regarded within the industry. He was recognized in 2003 and again in 2008 as the Hospitality Educator of the Year by the Tennessee Hotel and Lodging Association as part of the organization's Stars of the Industry award program. Gaddis has been in Hospitality at Pellissippi State since 1997.

Two-year degree offers progress toward professional Chef certification

Graduates will certify through the National Restaurant Association in nutrition, food production and sanitation. They can apply to the American Culinary Federation for

certification as certified culinarians, the first step toward professional chef certification. Students who complete Pellissippi State's two-year program will earn an Associate of Applied Science degree with a major in Business Administration and a concentration in Culinary Arts. Thirteen new courses were developed for the concentration, and a total of 61 credit hours are required for graduation.

Culinary Arts is one of Pellissippi State's "cohort" offerings, in which students begin as a group, take classes together and graduate at the same time. This allows participants the optimal support of long-term student-to-student interaction.

For more information about Pellissippi State's Culinary Arts program contact: Julia Wood, jwood@pstcc.edu, Director of Marketing and Communications, Pellissippi State Community College

SCIENCE HILL CULINARY ARTS STUDENTS WIN 1ST PLACE IN PROSTART DUAL STATE CHAMPIONSHIP

Science Hill High School (SHHS) Culinary Arts students traveled to Gwinnett Technical College in Lawrenceville, Georgia on March 25 to compete in the Dual State Championship for the National Restaurant Association's ProStart Competition. ProStart, the nationwide, two-year program for high school students, develops the best and brightest talent into tomorrow's foodservice leaders by bringing industry and classroom together. The SHHS culinary team of Jenny Windham, Alex Holland, Anastasia Morris, Catherine Crosby, JaBrian Perry received First place in the Culinary Category. They will now compete at the National ProStart Invitational to be held in Kansas City, Missouri, at the end of April. This is the first time that Tennessee will be represented in this National contest. The Tennessee Hospitality Association is sponsoring their trip to Kansas City where they will face 39 other teams who qualified to represent their state's restaurant associations. The Tennessee Hospitality Association's sponsorship is made possible through partnerships with Cracker Barrel and Popeye's Louisiana Kitchen.



For more information about SHHS' program, contact: Holly Davison, hollydavison@charter.net, Certified Secondary Foodservice Educator, NRA

To learn more about the ProStart program, contact: Rebecca Fowler, rebecca@tnhospitality.net, Director of Education, Tennessee Hospitality Association